

**Dear reader,**

The IFFI network has the pleasure to invite you to its first inspirational dinner meeting and workshop on Thursday 16th and Friday 17<sup>th</sup> of February 2012 at the \*\*\*\*Van der Valk Amersfoort, opened in 2010.

**Marketing topic: Social Media: Multiple Customer Contacts**

Confirm your participation in both sessions before 4 February by returning this mail to sender. Please do not forget to inform your colleagues as well, we will be happy to send them this invitation!

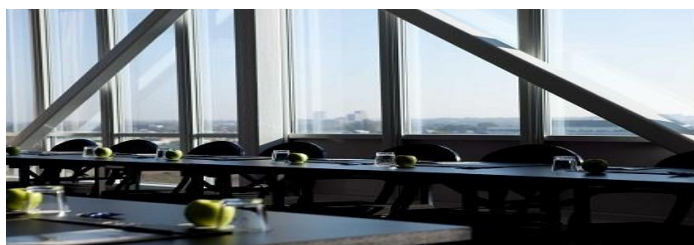
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**Program for IFFI members and their colleagues on 16 February 2012**

- 18.00 hrs** Reception and registration at hotel bar of Van der Valk Amersfoort  
Drinks & snacks
- 18.30 hrs** Words of welcome/Entrée in the Platina room  
*Loek Favre, Chairman IFFI board*
- 19.00 hrs** Main course
- 20.00 hrs** Inspiration session: Social Media & grand dessert  
Social Media: Multiple Customer Contacts  
*Mischa Coster, Consultant Grey Matters*
- 21.00 hrs** Plenary discussion
- 21.30 hrs** Closing of dinner meeting / informal get-together in hotel bar

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**Location**



**\*\*\*\*Van der Valk Amersfoort**  
Ruimtevaart 22  
3824 MX Amersfoort  
tel +31 (0)33 454000  
<http://www.hotelamersfoorta1.nl>

## Hotel

IFFI has optional reservations on hotel rooms in van der Valk Amersfoort. Please confirm to sender whether you wish us to book a room. We will arrange the reservation for you. The rooms costs € 123,50 incl. breakfast and have to be paid for upon departure.

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## Marketing topic

### Social Media: Multiple Customer Contacts

Social media like LinkedIn, Facebook and Youtube have become generally accepted media tools for our customers (f.e. Mac Donalds, Heineken, Unilever) to interact with consumers. Companies like Bavaria, Sara Lee and Kraft use 'the wisdom of the crowd' for open innovation purposes. How can we, operating in a business-to-business environment, benefit from social media to communicate and innovate with our customers and suppliers?

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## Workshop for IFFI members and their colleagues on 17 February 2012

IFFI members and their colleagues are invited to join the workshop 'Social Media in BtB' in Van der Valk Amersfoort, Platina room.

**09.00 hrs** Workshop 'Social Media in BtB'  
*Denise van Keulen, Tribal Internet Marketing*

**12.00 hrs** Lunch

**13.00 hrs** End of Workshop

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We look forward to welcome you on 16 and 17 February 2012.

Warm regards,

**Halbe Vogel**  
Secretary IFFI

### Dinner meeting organization

Unicum Communicatie | Margriet Dekker  
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